

## ABSTRACT OF THE DISCLOSURE

A projective display apparatus having an illumination unit which includes a light source, an integrator lens and a collimator lens, a light splitter unit which splits light beams from the illumination unit into a plurality of color components, a plurality of light valves, a cooling fan, and a wind guiding unit. A respective one of the light valves corresponds to a respective one of the color components. The wind guiding unit guides the cooling wind from the cooling fan to the illumination unit and the light valves. The wind guiding unit splits and forms at least two branch wind guiding paths. One of the branch wind guiding paths guides cooling wind from the cooling fan to the illumination unit and another of the branch wind guiding paths guides the cooling wind to the light valves.